

The Practice

In early 2006, three nephrologists opened a new practice, Boise Kidney & Hypertension Institute, in partnership with Liberty Dialysis. Drs. Amit Sharma, Arnold Silva, and Mary Dittrich wanted to improve patient care by connecting their practice with a dialysis practice in the same building. In addition, these practices wanted to expand their services to mid-size towns, not just major metropolitan areas.

The Need

All three physicians had worked with other electronic health records (EHR) systems before – enough to know that they wanted to start this practice with something more intuitive, adaptable, and easy to use than the big-name offerings. They wanted a system that would integrate clinical and practice management functions. Finally, Dr. Sharma insisted on a Microsoft-based EHR that would be easy to support and integrate with other software, from Microsoft® Word to specialty medical applications.

The Benefits

"The iMedica system is very intuitive," Dr. Sharma says. Because iMedica PRM integrates scheduling, clinical records, billing, and reporting, everyday tasks like setting appointments, scheduling, coding, appealing insurance denials, and creating reports are fast and easy. The physicians can provide more standardized care while preserving individual flexibility, and the average clinic visit has been shortened from 25 minutes to 10.

Boise Kidney & Hypertension Institute

A new practice model deserves a new approach to medical records. So when Boise Kidney & Hypertension Institute set out to bridge the gulf between nephrology and dialysis, the physicians also looked for software that bridged electronic health records (EHR) and practice management systems. Their choice? **iMedica Patient Relationship Manager™ (PRM).**

Boise Kidney is taking a new approach to caring for patients with chronic kidney disease by partnering with Liberty Dialysis; the two companies now offer a complete medical practice and a dialysis center under the same roof. Similarly, iMedica PRM offers both electronic health records and practice management functions on one database. Both sides of the integrated iMedica system offer the same intuitive feel, Intelligent Navigation and Adaptive Learning technology, speed, and flexibility. *"Now and five years from now, using iMedica PRM will give us a strategic advantage,"* says Dr. Amit Sharma, Boise Kidney's Director of Clinical Research.

"We've been working on a project to bridge a medical practice with dialysis, hoping to improve kidney disease management," Dr. Amit Sharma explains about the founding of Boise Kidney & Hypertension Institute. The practice, which

opened in spring 2006, shares a building with Liberty Dialysis. Dr. Sharma, Dr. Arnold Silva, and Dr. Mary Dittrich understood that the gap between traditional nephrology practices and large dialysis centers was preventing patients from getting the best possible care. So when they had the opportunity to partner with Liberty Dialysis, they took it.

Similarly, Dr. Sharma wouldn't accept the traditional gap between EHR and practice management systems. He understood that market forces and payer requirements are already forcing practices to integrate their financial and clinical data. With that in mind, and hoping to create a lasting foundation for success, he established the criteria for Boise Kidney's new computer system:

- truly integrated EHR and practice management functions;
- easily adaptable to different practitioners and situations;
- intuitive, easy to teach, and easy to learn;

"I know we're on the right system with iMedica PRM. It's intuitive and adaptable, it integrates clinical and practice management data, and iMedica provides quick technical support. Both now and five years from now, having iMedica PRM will give us a strategic advantage."

Dr. Amit Sharma

Director of Clinical Research
Boise Kidney & Hypertension Institute



- interoperable (based on Microsoft® SQL Server technology, HL7, CCHITSM, and other emerging standards);
- accessible over a secure VPN Web connection;
- reasonably priced for a small (2.5 physician) practice, but capable of growing with the company; and
- backed by a knowledgeable team and a stable company.

After studying numerous systems, large and small, famous and less so, Dr. Sharma selected iMedica PRM. He says, *"The iMedica team has a rich history and a commitment to meet our personal needs, to adapt as the technology landscape changes."*

Boise Kidney's system is built on Microsoft SQL Server with a wireless network and VPN connections. The front office staff uses two fixed terminals. Physicians and other staff use laptops and Motion® tablets.

iMedica: Strategic Advantage

The proof of any EHR is in the exam room, and that's where iMedica PRM really shines. Most physicians now understand that electronic health records should make it easier and faster to provide excellent, proactive care to their patients. However, the reality is that many systems are slower and clumsier than paper.

Practices *"wind up in a chase to be more efficient,"* says Dr. Sharma, and iMedica has given his practice an edge in both the front end and the back end. The integrated system begins making a difference from the patient's first phone call. Instead of the receptionist having to navigate through multiple windows and systems to set up the patient's demographic record, then create a chart, then set an appointment, she can do all of that simultaneously. For established patients, the integration between schedule and chart enables iMedica to display health-maintenance reminders or make sure that necessary lab work has

iMedica PRM spans the entire patient relationship...

been completed before a patient's appointment.

"The iMedica system makes patient visits a lot easier," Dr. Sharma explains. "Clinic visits are faster – from 25 minutes to 10." iMedica's Adaptive Learning and Intelligent Navigation dramatically reduce the time that physicians spend hunting for the right screen or menu option. Intelligent Navigation (right) automatically displays the options relevant to each chief complaint. See a symptom that's not on the list? The doctors can add it on the fly, in just seconds.

The iMedica Adaptive Learning technology lets iMedica PRM customize itself to each practitioner. For example, each of Boise Kidney's three doctors sees his or her most common diagnoses and medications first. The physicians can even create their own palettes of associated chief complaint, history of present illness, diagnosis, and treatment plan to make documentation faster and easier than paper, dictation, or other clinical systems.

"The iMedica system is very intuitive," Dr. Sharma says. "It lets us work without feeling constrained."

Even though the system is in its infancy, it's very innovative, very intelligent."

Integrated System, Outsourced Workload

Boise Kidney wanted a system that could share clinical and financial

data. That doesn't mean the doctors wanted to do their own billing. So this practice found a unique solution: Hire someone to manage billing and collections using iMedica PRM software.

HealthCare Strategies (HCS), based in Dallas, uses a VPN connection to

The screenshot displays the iMedica PRM software interface. At the top, it shows patient information: Patient: Galt, Peter A., Medical Record #: G2788822, DOB: August 05, 1945, Sex: Male, Home: (512)205.1212, Work: (512)205.2299, Cell: (512)205.3822. Below this, there are sections for 'Active Problems', 'Medical History', and 'Current Medication'. The 'Active Problems' section lists 'Allergic Rhinitis Unspec' and 'GERD (SOPHAGEAL REFLUX)'. The 'Medical History' section lists 'Allergic Rhinitis Unspec', 'GERD (SOPHAGEAL REFLUX)', 'Acute Bronchitis', 'Hypertension', and 'Hypercholesterolemia'. The 'Current Medication' section lists 'Lipitor Oral Tablet 20 mg, 1 Tablet, PO and QD', 'Flonase 50 mcg/Inhalation Nasal Spray Aerosol, 2 Aerosol, Spray, Inhalant, BID, 30 days and 3 refills and, Claritin-D 24 Hour 10 mg/24 mg Tab, 1 Tablet, PO, QD, 30 days, 3 refills and for a total of 30', 'Prevalid 15 mg Rapid Dissolve Tab, 1 Tablet Rapid Dissolve, QID, PO, TID, 30 days, 3 refills and for a total of 30', and 'Aventol Oral Tablet 80 mg, 1 Tablet, BID, QD and start on'. The 'Medication History' section lists 'Flonase 50 mcg/Inhalation Nasal Spray Aerosol, 2 Aerosol, Spray, Inhalant, BID, 30 days, 3 refills and for a total of 30', 'Prevalid 15 mg Rapid Dissolve Tab, 1 Tablet, BID, QD and start on', and 'Aventol Oral Tablet 80 mg, 1 Tablet, PO, QD and start on'.

The unique iMedica PRM one-page summary makes it easy to see the most important patient information at a glance. And detailed supporting information is just one click away.

The screenshot displays the iMedica PRM software interface for a medication prescription. It shows a 'Prevalid 15 mg Rapid Dissolve Tab' prescription. The form includes fields for 'Amount', 'Unit', 'Route', 'Frequency', 'Days', 'Refill', and 'Quantity'. The 'Amount' field is set to '15 mg', 'Unit' is 'mg', 'Route' is 'PO', 'Frequency' is 'QID', 'Days' is '30', 'Refill' is '3', and 'Quantity' is '30'. The 'Start Date' is '5/29/2008' and the 'End Date' is '7/27/2008'. The 'Comments' field is empty. The form also includes a 'Default SIG' field and buttons for 'Default SIG', 'OK', and 'Cancel'.

With iMedica PRM you can simplify everything about prescriptions: checking for interactions, looking up formularies, issuing prescriptions, authorizing refills, and documenting the entire process in the patient's chart.

...from the first encounter through a lifetime of care.

manage billing directly from Boise Kidney's server. After the doctors finish each chart, iMedica PRM creates an E&M summary that calculates points and suggests a visit level. Doctors can either confirm, upcode, or downcode as appropriate. When they complete this step, iMedica PRM creates a superbill with the appropriate allowed charges for each payer.

HCS then checks the superbills to ensure they're complete, balances and closes to post the charges to the appropriate accounts (a one-click task), then processes the claims and submits them electronically. Any incomplete visits are put on a "custom hold" so Boise Kidney can look at them and provide the missing information. No paper is required. Payments go directly to Boise Kidney's office in Idaho; the practice makes deposits and sends HCS the EOB forms to credit the correct accounts.

Margaret White of HCS says, "We've done billing for a long

time, and we really appreciate the iMedica system. Having all the information in one record makes our job much easier. For example, images of things like the insurance card and driver's license are right there, so if we get an error message from a payer, we can make the correction without having to call the practice and ask them to pull the file. iMedica PRM also makes it easier to respond to denials; if the payer says that a diagnosis code doesn't match the CPT code, we can look at the clinical note and respond immediately. iMedica saves us a lot of telephone calls and a lot of hours."

An Adaptable Advantage

Like any new practice, Boise Kidney had to balance its current realities against its future needs. iMedica PRM was affordable and easy to implement, and it has the capabilities and technical support to grow with the practice.

Dr. Sharma remembers, "The iMedica system was reasonably

priced for a two-and-a-half-person group. Even though we're small, iMedica has provided great support. All I have to do is pick up the phone and the technical issues are fixed."

"We needed something we could use as a small company, and still grow with," he continues; "something that would be around in the future. Even though the system is very easy to learn, it has a lot of capacity we haven't tapped yet. I particularly appreciate iMedica's capacity for customization. This isn't a cookie-cutter application. iMedica PRM really sets us apart."



Want to see iMedica PRM at work? Call us toll free at 866-960-6890 or visit us on the web at www.imedica.com. We'll be happy to arrange a demonstration so that you can see the power of iMedica PRM yourself.

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Certified Confidence with CCHITSM



iMedica PRM version 6.0 has been certified by the Certification Commission for Healthcare Information Technology (CCHITSM).

This certification (which applies only to the EHR portion of the product) demonstrates that iMedica PRM has been tested and passed inspection of 100% of a set of criteria for:

Functionality (ability to create and manage electronic records for all patients, as well as automating workflow in a physician's office),
Interoperability (a first step in the ability to receive and send electronic data to other entities such as laboratories), and
Security (the ability to keep patients' information safe).